

Disney NEWSREEL

November 25, 2005

Disney's

little
einsteins™



Launch Mission Accomplished!

from the baby einstein company

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playhouse
Disney

EVERY DAY ON DISNEY CHANNEL

Big Plans for 'Little Einsteins'

'Little Einsteins' has become 'Appointment TV' for the tyke set. The buzz is that a franchise breakout may be just around the corner.

Preschoolers are a special lot. They're utterly blind to the sophisticated charms of *Desperate Housewives*; they don't get *Lost*, except perhaps at bedtime, and the only kind of *Extreme Makeover* they're interested in is the kind that gets them into their morning play clothes.

But put an engaging, high-quality show on TV just for them, and they'll watch it with the same fervor you might watch *Grey's Anatomy*. Call it just rewards for producing a good show, call it appointment TV for preschoolers — but however you describe it, the strong but not wholly unexpected ratings success of Disney's *Little Einsteins* proves that if you build a good TV program for preschoolers, they will come. And set rating records along the way.

This fall and winter, Disney Channel raises the bar higher by offering new *Little Einsteins* programming events. A *Little Einsteins* marathon ran this month, and new special episodes appear this winter — a Christmas-themed episode for the Holidays and a special January primetime episode that tells the story of how this group of animated characters became the lovable *Little Einsteins*.

And while the early popularity of the program with viewers bodes well for the long-term success of the animated property, the next step in the brand-building phase is already underway. There's an upcoming teacher's kit, a new online companion to the television series on **PlayhouseDisney.com** and an ambitious international expansion on Disney Channels, Playhouse Disney channels and third-party broadcasters worldwide, beginning in December.

And since preschoolers can't seem to get enough of the series, starring Leo, Annie, Quincy, June and Rocket, new products from Disney Consumer Products (DCP) and Buena Vista Home Entertainment (BVHE) are in the works — setting the stage for the transformation of *Little Einsteins* from TV series to potential global franchise.

Adventures in Learning

The visually stunning *Little Einsteins*, which combines 2-D animation with live-action footage, takes young viewers on learning-filled adventures that combine themes from classical music, fine art, nature and world locales. In the imaginative *Little Einsteins* stories, renowned artists, including Van Gogh and Gauguin, and works of classical composers, such as Beethoven and Mozart, are introduced and played again and again throughout the program so preschoolers become familiar with classical musical refrains. The creative force behind *Little Einsteins* is The Baby Einstein

Company and a Playhouse Disney team led by **Nancy Kanter**, senior vice president, Original Programming, Disney Channel, who recruited Emmy®-Award nominee Eric Weiner (*Dora the Explorer* and *JoJo's Circus*) as executive producer.

Dressed for Success

The property sprang to life in August with the release of Disney's *Little Einsteins: Our Big HUGE Adventure* on Disney DVD. In October, it launched on Disney Channel with a primetime special — before settling into its daily **8 a.m., ET/PT**, timeslot during the powerful Playhouse Disney block. Ratings success was immediate.

"Our debut was the highest-rated Playhouse Disney primetime event ever," says **Kelly Pena**, vice president, Brand Research, Disney-ABC Cable Networks Group. And since occupying its primary Playhouse Disney timeslot, *Little Einsteins* ranks number one with kids 2-5, defeating Nickelodeon's *SpongeBob SquarePants*, Cartoon Net's *Billy & Mandy* and Noggin's *Blue's Clues*. It also ranks number one on weekends with kids 2-5, boys 2-5 and girls 2-5 versus its basic cable competition.

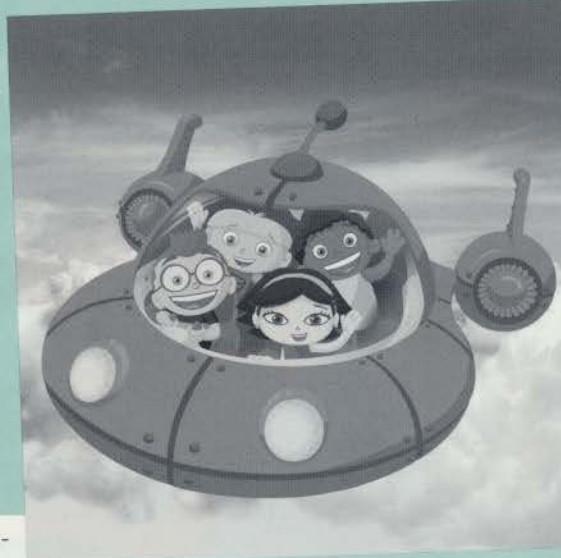
"What's so exciting is *Little Einsteins*' popularity among both boys and girls," Kelly says. "With a split of

54% boy, 46% girl, this skews slightly more boy than Playhouse Disney's typical audience. In fact, *Little Einsteins* competes head-to-head against Nickelodeon's *SpongeBob SquarePants* at 8 a.m., and ranks ahead among both preschool boys and girls."

After only one month, *Little Einsteins* is showing signs of becoming a true breakout hit. "In its fourth week, *Little Einsteins* set another record, posting the highest-ever weekly rating with kids 2-5 for Playhouse Disney in its primary time period. High ratings and a balanced audience mean that *Little Einsteins* may be poised to become a major franchise for the Company," Kelly says.

Class Acts

Because Playhouse Disney is a learning brand, Disney Channel markets the block in preschools and childcare centers across the country. Early next year, the *Little Einsteins* Scholastic Educational Kit — part of Playhouse Disney's educator outreach initiative — will be distributed to 75,000 preschools and childcare centers, using the *Little Einsteins* gang to help reinforce lessons learned about music, art and nature. The kits, developed by a team of educational consultants that specialize in early learning, include creative ideas for classroom activities and lesson plans, reproducible material for teachers to use as learning aids, stick-

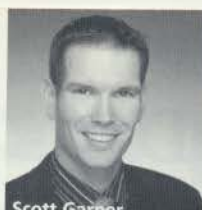




Chris Lacroix



Kelly Pena



Scott Garner



Jill Casagrande



Philippe Maigret

ers, a colorful poster to brighten the schoolroom, take-home pages for parents and families and a video with episodes of the *Little Einsteins*.

"The program reflects our mission to provide innovative and cutting-edge content that helps preschoolers imagine and learn and helps parents and teachers create the best academic and social learning environments for their kids," says **Chris Lacroix**, vice president, Marketing, Disney Channel. "We've designed a media plan that will give us a year-round, consistent presence with parents, caregivers and educators. We boost this presence strategically throughout the year with media that supports our primetime stunts."

The *Little Einsteins* site on PlayhouseDisney.com gives parents and caregivers information about the music and art featured on the series, and offers online activities for children. One, "My Masterpiece," invites preschoolers to "paint" their own art masterpiece with classical music as an accompaniment.

Coming Attractions

The next mission for *Little Einsteins*, according to **Scott Garner**, senior vice president, Programming, Disney Channel, includes special programming events occurring over the next few months.

"In December, inside the block, we'll debut the holiday-themed episode, and it will play heavily on our schedule throughout the month. On **Jan. 8, 2006**, we'll air another primetime episode — which will explain how Leo, June, Quincy and Annie all became the *Little Einsteins*," Scott says. "Programming the show during primetime provides a unique sampling opportunity for preschoolers and their caregivers; therefore, episodes that we typically introduce through primetime events tend to have broader thematic entry points."

At Disney Channel Worldwide, enthusiasm for the series is great and a priority for both Disney Channels and Playhouse Disney Channels. According to **Jill Casagrande**, senior vice president of Programming Strategy at Disney Channel Worldwide, "Our partners are set to launch *Little Einsteins* into preschoolers' homes around the world, beginning with its December premiere in Australia and New Zealand as part of the Playhouse Disney Channel launch there, followed by its premieres on Playhouse Disney Channel in France and Disney Channels in India and Taiwan."

Ensuring maximum opportunity for preschoolers to have access to the series, Buena Vista International Television (BVITV) is fast selling *Little Einsteins* to third-party broadcasters. "After this year's particularly successful MIPCOM [International Film and Programme Market for Television, Video, Cable and Satellite], we've negotiated deals for the series to premiere on terrestrial broadcasters including Super RTL in Germany, TF 1 in France, RAI in Italy, The Family Channel in Canada and RTE in Ireland," says **Philippe Maigret**, senior vice president, Sales and Portfolio Development, BVITV Europe, Middle East and Asia (EMEA) (see sidebar below).

Franchise Player

Like any new franchise, *Little Einsteins* is building momentum — leveraging the success of the DVD and TV series by releasing books, records, additional DVDs and, ultimately, toys. *Little Einsteins* books and records will appear in March 2006. A first compilation DVD is scheduled for April 2006; the second compilation releases in August 2006. Toys are slated for launch in spring 2007.

Other synergy initiatives will help the *Einsteins* gain exposure. Giant character versions of the *Little Einsteins* will be featured in the Tournament of Roses parade in January and debut at Walt Disney World Disney-MGM Studios in Florida in May 2006.

"The difference between this launch and others is that we already have a fan base in Baby Einstein consumers," says **Simon Waters**, vice president, Infant, Toddler and Preschool Franchises, DCP. "They were looking specifically for quality products that would continue to expose their children to the arts now that they're preschoolers," he says.

Susan McLain, vice president, Brand Marketing and Product Management, BVHE, says, "We are thrilled with the success of the *Little Einsteins*' DVD release. The Baby Einstein franchise began on video/DVD, and given our successful history, launching this new property on DVD made perfect sense and was a great way to get consumers excited about the TV series. Both retail and consumers responded — *Disney's Little Einsteins: Our Big HUGE Adventure* is tracking to be one of the top 10 preschool titles of the year. Our partnership with The Baby Einstein Company and Disney Channel has propelled this property to new heights, and we are excited about the great opportunities ahead of us."

Selling 'Little Einsteins' Overseas

"About a year ago, Buena Vista International Television (BVITV) signed on to play a critical role in the international rollout of *Little Einsteins*, the first Playhouse Disney property for which BVITV mobilized resources and infrastructure as a top priority," says **Philippe Maigret**, senior vice president, Sales and Portfolio Development, BVITV Europe, Middle East and Asia (EMEA).

"Up until then, our international distribution activities for preschool programming had been limited, because broadcasters prioritize independently produced shows so they can realize 'franchise value' — control of ancillary rights or back-end

financial participation."

The BVITV marketing team worked closely with the Disney Channel team to develop an unprecedented launch campaign for MIPCOM Junior 2005. "To generate buzz, we decked the convention hotel with huge *Little Einsteins* banners, played a continual *Little Einsteins* 'sizzle' on a plasma screen, issued *Little Einsteins*-branded electronic screening cards to all delegates and played the show for them, dubbed in multiple languages. *Little Einsteins* was the 16th most-watched show at the event — a great achievement for a preschool property," Philippe says.

ABC Family's '25 Days of Christmas' Has Presence

Ho, ho, ho. It's the most wonderful time of the year for ABC Family's eighth annual "25 Days of Christmas" programming event. According to **Paul Lee**, president, ABC Family, this year's event will feature more than 150 hours of holiday-themed entertainment, including two original ABC Family movies — a first for the channel. "Traditionally, this is our highest-rated time of year. '25 Days of Christmas' is a great brand for us — when the holidays come around our audiences and our advertisers just love it."

Paul says "ABC Family absolutely owns the holidays. We offer more holiday programming than any other network. This October's '13 Nights of Halloween' was our most successful ever, and we're building on a very successful tradition for December's '25 Days of Christmas.'"

As for what will distinguish this year's event over previous ABC Family holiday events, **Tom Zappala**, senior vice president, Schedules and Acquisitions, says, "I think we've realized our goal of creating a schedule that will give our viewers a terrific blend of holiday classics, like *Santa Claus Is Comin' to Town* and *How the Grinch Stole Christmas* with newer movies and specials like *Jack Frost* and *Eloise at Christmas Time*. Plus, there are a few features,

like the two *Harry Potter* movies and *Willie Wonka and the Chocolate Factory* that can be enjoyed by everyone in the house, making them ideal for programming during the holidays."

Kate Juergens, senior vice president, Programming and Development, ABC Family, adds, "This will be the first year we are premiering two original holiday movies — *Chasing Christmas* with Tom Arnold (*True Lies*) and *Christmas in Boston* with Marla Sokoloff (*The Practice*). These are two very different holiday movies, and we're very excited about them."

Paul credits The Walt Disney Company as a whole for helping to promote the special holiday event. Programming highlights for "25 Days of Christmas" appear in a newsletter sent to Disney/Visa customers. Guests at Disney theme parks will learn about the event on tram cards and at toll booths. Disneyland Resort guests will receive programming information about the event along with scented holiday candy cane ornaments (like the one inside this issue of the *Disney Newsreel*). Shoppers at Wal-Mart and Kmart will see event stickers on *Walt Disney Radio Jingle Jams* CDs.

Paul believes the avid interest in the event is that "holiday programming appeals to everyone. Families love to get together, reminisce and share their favorite holiday classics. It's a great time to put wood on the fire, tuck your feet up on the sofa and enjoy another Christmas classic on ABC Family."

Network Gift Wraps Original Programming



Chasing Christmas



Christmas in Boston



Very Barry Christmas

Original programming includes two movies and a stop-motion animated special.

'Chasing Christmas'

The holiday fun begins with *Chasing Christmas*, **Sunday, Dec. 4 (8–10 p.m., ET/PT)**, starring Tom Arnold in a deconstructionist version of the classic Dickens story *A Christmas Carol*.

The story: Ever since his wife left him on Christmas Eve, Jack (Arnold) has boycotted the holidays. Now his relationship is at risk with his 16-year-old daughter.

The spirits of Christmas Past, Present and Future step in to change his holiday perspective and rescue Jack from his terminal bah humbugs.

'Christmas in Boston'

The network's second original movie, *Christmas in Boston*, premieres **Wednesday, Dec. 14 (8–10 p.m., ET/PT)**, starring Marla Sokoloff.

The story: Childhood pen-

pals Gina (Sokoloff) and Seth (Patrick Adams) have created a lifelong friendship based solely on letters. Now as adults, they finally get the chance to meet in person, but both are nervous about living up to one another's expectations.

'Very Barry Christmas'

On **Saturday, Dec. 3 (9–10 p.m., ET/PT)** ABC Family will air the U.S. premiere of the

stop-motion animated special *Very Barry Christmas*. The movie features the voice of Colin Mochrie.

The story: The tale follows the misadventures of Barry Buckley, known for having the best intentions but the worst luck. When his latest scheme causes a chance meeting with Santa, the two unwittingly trade lives in a Christmas mix-up of epic proportions.

Mobile ESPN Kicks Off

On Super Bowl Sunday, **Feb. 5, 2006**, sports fans in the U.S. will have more than just the big game to get excited about.

Mobile ESPN — the first national U.S. wireless phone service targeted specifically to sports fans — launches in retail stores nationwide on Super Sunday, and if there's such a thing as a killer app for sports fans, this is it.

Mobile ESPN will offer unparalleled, customizable sports programming and entertainment from ESPN, anytime, anywhere, on unique ESPN-branded mobile handsets — including real-time scores, breaking news and commentary and analysis.

Fantasy sports aficionados can use

the service to stay up to date and manage their teams. Audio and video programming, as well as MP3/AAC playback capability, give the service additional cool points. At launch, Mobile ESPN will be available on a unique Sanyo handset fashioned and branded exclusively for Mobile ESPN.

Beginning Nov. 1, 2005, customers in four select pre-launch markets — Austin, San Antonio, Minneapolis and Reno — were able to purchase Mobile ESPN products and services at Best Buy stores. Limited online availability will begin in time for the 2005 Holiday season exclusively at **Mobile-ESPN.com**, and, beginning **Feb. 5**, customers throughout the U.S. can pur-

chase Mobile ESPN at Best Buy stores nationwide, through (800) GET-ESPN or at **Mobile-ESPN.com**.

"Mobile ESPN has defined a new wireless category, and with that, we are positioning the service and our marketing around the idea that life will never get in the way of sports again," says **Manish Jha**, senior vice president and general manager, Mobile ESPN. "We've all had that Saturday afternoon commitment that kept us from the big game. This is more than a phone — it is like putting ESPN in your pocket," Manish says.

Mobile ESPN will operate as a mobile virtual network operator (MVNO) using Sprint's nationwide network for wireless voice and data service. It will take advantage of Sprint's

Evolution Data Optimized (EVDO) service where available, which provides broadband-like download speeds —



Manish Jha

enabling quick content access, Internet browsing, e-mail access and downloads. Customers in areas where EVDO service has not yet been enabled can access Mobile ESPN on Sprint's traditional nationwide network.

"We have taken our cues from the 97 million people who touch ESPN each week to create a wireless service model that is anything but traditional," Manish says. "That is why everything — from our unique content to our naming convention — goes above and beyond to ensure that our fans get the sports they want in a way that works best for them."



ESPN and ABC Ink Soccer's World Cup Through 2014

When the governing body behind the world's most popular sport, soccer — or football, as it's known outside the United States — goes looking for a broadcasting partner for its once-every-four-year extravaganza, you can bet it's not a decision made on the spur of the moment.

So when FIFA, the Fédération Internationale de Football Association, recently announced that ESPN, ABC Sports and ESPN2 will continue to provide exclusive English-language telecasts in the United States of the FIFA World Cup and the FIFA Women's World Cup for another eight years, it created as much excitement as a last-second David Beckham penalty kick.

The FIFA deal adds to a banner year in which ESPN has already secured long-term rights agreements with the National Football League and Major League Baseball. These deals keep ESPN at the vanguard of a fast-paced technological movement — and include rights across multiple platforms, such as wireless phone (Mobile ESPN) and broadband Internet (ESPN360).

"ESPN and ABC Sports will immerse fans in the drama and pageantry of the FIFA World Cup for another eight years, bring-



John Skipper

ing them closer to the world's premier sporting event with cutting-edge technology and our collection of leading multimedia assets," says **John Skipper**, ESPN executive vice president, Content. "We will also grow the FIFA Women's World Cup with unprecedented coverage across all of our content outlets."

In 2006, all 64 matches of the FIFA World Cup in Germany will be televised in high definition (HD) on all three networks. During the 2010 and 2014 FIFA

World Cups, ABC Sports will air at least 10 matches live, including the final. All remaining matches will be aired live on ESPN or ESPN2. Every match will be available in high definition, and ESPN will feature a nightly FIFA World Cup highlights show throughout the month-long tournament, in addition to highlights, analysis and other multimedia content.

All matches during FIFA's Women's World Cup 2007 will be televised on ESPN, ESPN2 or ABC Sports. The television schedule for FIFA Women's World Cup 2011 will be determined in the future.

Jérôme Valcke, director of Marketing and TV for FIFA, cited ESPN and ABC Sports' multimedia reach as "the main reason" why the FIFA World Cup bid was so successful. "The rights that are part of this agreement are quite large," Valcke added. "Potentially with the development of technology over the next eight years, it could be a very good agreement for ESPN and ABC, because you have a lot of content to offer on different platforms."

Alice Goes A-List

Alice found out about gravity when she tumbled down a rabbit hole and entered the amazing world of Wonderland.

Dennis Green, senior vice president, Global Creative, Disney Consumer Products (DCP), thinks gravity — as in *gravity merchandising* — should produce similarly wondrous results for DCP and its new *Alice in Wonderland* high-end lifestyle brand, which officially launches in spring 2006.

That's why DCP took advantage of October's Los Angeles Fashion Week to host two celebrity-studded media events that introduced the new multi-category brand to fashion editors and influencers.

The "Mad Tea Party," hosted by stylemaker Kidada Jones at the Bel-Air home of her father, record producer and musician Quincy Jones, proved not only to be a magnet for A-list celebrities, but also the perfect forum to announce that Disney is a major fashion player in

high-end specialty stores. Jones introduced her stunning collection of jewelry and colorful home accessories in a magical garden, while celebrities like Teri Hatcher, Milla Jovovich and Naomi Campbell hobnobbed nearby.



The event also showcased *Alice*-inspired, limited-edition home décor from Disney Home, furniture by Drexel Heritage re-upholstered by Disney Home, table decorations by Mya Romanoff, carpet tiles from InterfaceFLOR and Colorep and ceramics from Joey Towner. "What's so great about *Alice* is that we have all this great art from people like **Disney Legend Mary Blair**

that we haven't used before that still looks so vivid and hip today," Dennis says.

Disney also co-hosted a spectacular *Alice in Wonderland*-inspired fantasy photo shoot with fashion brand Petro Zillia. From flirty, ruffled skirts to happy, psychedelic patchwork floral prints, the collection reflected the sweet, easy, free-spirited dream world of *Alice in*



Wonderland. All of the couture pieces were based on the film's seven main characters.

"Disney is already super

strong at the zero- to 6-year-old market," Dennis says. "Mothers start buying Princess and Mickey items when they find out they're pregnant. What's great about *Alice* is that it's such a sophisticated play," he says. "By teaming with contemporary people in the fashion world like Kidada, we hit the teenagers and young adults with more expensive tastes. The idea is to sell it at high-end stores like Fred Segal in Los Angeles or Colette in Paris. That sets the trend that will eventually trickle down to the next level. It's textbook gravity merchandising."



CELEBRITY WONDERLAND (L TO R): Naomi Campbell; Pamela Lifford, senior vice president, Global Home, DCP; Dennis Green, senior vice president, Global Creative, Global Softlines, DCP; Kidada Jones, fashion designer; Peggy Lipton; and Jim Calhoun, executive vice president, Global Softlines, DCP.

'Legends' Reimagines Asian Folklore

Legends of the Ring of Fire has discovered the secret to making age-old stories, well — hip.

So hip, in fact, that the animated short-story series, which brings Asian folklore to new generations across Asia, recently took home honors for best theme music in the 2005 Asia Image Apollo Awards.

"*Legends of the Ring of Fire* brings to life well-loved Asian folk-tales that the local audience can highly relate to and connect with," says **Nicky Parkinson**, senior vice president and managing director for Walt Disney Television International (Asia Pacific). "It's captivating."

The series airs across the Asia Pacific region on Disney Channels in Southeast Asia/Korea, India, Australia and Taiwan, and in China on the syndicated show *Dragon Club*. But Nicky — who heads up Disney Channel in Asia Pacific — says the success of *Legends* has opened doors beyond producing high-quality localized content. "[It's] led the way for developing more and a bigger scale of quality original programming that will work across national borders."

Nicky points to the diverse cultures represented on Disney

Channel, a commitment she says started in deference to the diversity within the U.S. "But it is even more important as we continue to expand into international markets," she says.

Drawing inspiration from the rich cultural and folk heritage of Asia, the animated short story series combines traditional attires, ethnic music and Asian cultural legacy with high-quality animation. According to Nicky, it transports viewers on a "magical journey where myth and reality blend." Throw in some classic Disney-style storytelling, and you've got a real winner.

In addition to its recent win at the Asia Image Apollo Awards, *Legends* has won four international awards including two Gold Awards at the 2004 International PROMAX & BDA Awards.

Legends of the Ring of Fire is produced by Disney Channel Southeast Asia/Korea. Episodes include "How Singapore Got Its Name," "The Magic Snail from Korea," "Why the Sun Chases the Moon from Indonesia," "The Lightning Spirit's Daughter from Taiwan" and "How the Nightingale Became King of the Birds from India." The series originally premiered in August 2003.



Nicky Parkinson

Broadway Comes to ABC

Burnett and Ullman Star in Acclaimed Musical 'Once Upon a Mattress'

The best of Broadway hits ABC this winter with the premiere of *Once Upon A Mattress*. The two-hour made-for-TV-movie based on the acclaimed Broadway musical will air as a presentation of ABC's *Wonderful World of Disney* on **Dec. 18 at 7 p.m., ET/PT.**

It's funny. It's smart. It's just the kind of song-and-dance entertainment that families will love. At least that's what **Quinn Taylor**, senior vice president, Movies and Miniseries for ABC, thinks.

"Carol Burnett and Tracey Ullman — two of the world's most gifted comedienne — are together at last," says Quinn. "They're supported by a brilliant and captivating cast, a wonderful score, witty script

and an award-winning choreographer and director — resulting in what we think is a truly fun, slightly askew retelling of the classic fairy tale *The Princess and the Pea*.

Burnett actually starred as Winnifred in the original off-Broadway production back in 1959. The show became a hit on Broadway, and the role became her signature. She was tapped for the original television version in 1964 and again in 1972, proving not only her enduring talent but the ongoing appeal of the story.

The story features Queen Aggravain — this time played



Quinn Taylor

by Burnett — and portrays the queen's desperate attempts to keep her precious son Prince Dauntless from marrying. Enter Princess Winnifred. Ullman turns in a truly 'Tracey' performance — larger than life and wicked-

ly funny. With the help of a wizard, the queen devises an impossible sensitivity test — hiding a pea under 20 mattresses — for the would-be bride. But is the test really impossible?

The cast also includes Denis O'Hare, Matthew Morrison, Zooey Deschanel, Michael Boatman, Edward Hibbert and Tom Smothers.

Doubling the delight, Buena Vista Home Entertainment will release a DVD of the movie on **Dec. 20**, packing it with extras including "The Making of *Once Upon a Mattress*," outtakes and a rehearsal-to-film comparison.



Media Networks Joins 'My Disney TEAM'

It represents approximately 40 percent of The Walt Disney Company's total revenue and is home to many of the world's most widely known and respected brands. Learning about and interacting with the diverse broadcast, cable, radio, publishing and Internet businesses that make up the growing Disney Media Networks business is about to get easier.

Enter the Disney Media Networks employee portal, conveniently located within *My Disney TEAM*. To get there, simply select Disney Media Networks from the "Other Team Sites" drop-down menu on the Quick Access Panel in *My Disney TEAM*.

There, you'll find a breakout of Disney Media Networks businesses, the latest news, stats and facts. "With all of our businesses under one virtual roof, we have an amazing story to tell," remarked **Jeffrey Rosen**, senior vice president, Human Resources, Disney ABC Media Networks. "Whether our employees are in a newsroom, on a show set, in a corporate office or at home, access to relevant and reliable information in real time is now just a click away."

One of the site's extras is the ability to create a customized view of the portal. Employees can select from 15 different banner options and color palettes, including *Desperate Housewives*, *Live with Regis and Kelly* and *That's So Raven*. "Each business



Eleo Hensleigh

area contributed to this effort, and is highlighted in a forum that's not only about education, but also about celebration," added Jeffrey.

"The tagline is 'Make it Your Own,' because we want the site to belong to the people who use it," said **Eleo Hensleigh**, chief marketing officer and executive vice president, Marketing and Brand Strategies, Disney ABC Television Group. "We're proud of the result, because it reflects the diverse qualities of our businesses and employees, and it honors our connection to The Walt Disney Company. By customizing the site to suit our audience, we've created a much more powerful communication tool for the entire enterprise."

Also debuting on the site is a robust Human Resources section that offers quick access to resources, such as diversity, training, recruiting and compensation. Work-force trends, policies, procedures and the basics, such as discounts, SAP use, policies, holiday schedules and HR contact lists, are also included.

The site design and launch was championed by a task force of leaders from Human Resources, Marketing and Communications. A Corporate Knowledge Management and Strategy team partnered with the segment's Network and Cable IT groups to build the infrastructure and bring the site to life. In all, more than 60 employees nationwide contributed to this effort.

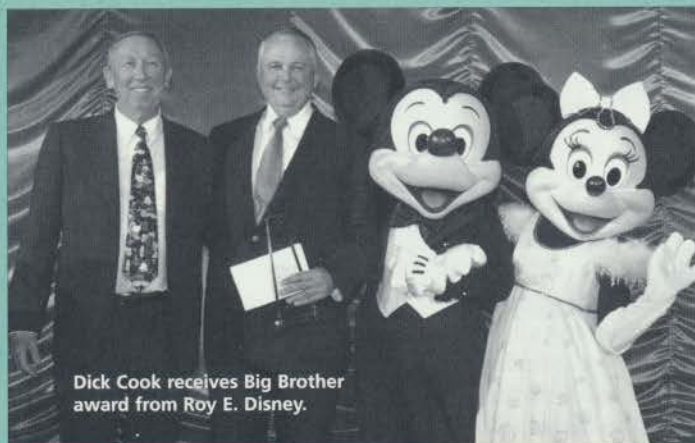


Jeffrey Rosen

Spotlight

People, Projects & Progress at The Walt Disney Company

Cook Gets 'Walt' Award



Dick Cook receives Big Brother award from Roy E. Disney.

Dick Cook, chairman of The Walt Disney Studios, received the first-ever Walt Disney Man of the Year Award from the Big Brothers, Big Sisters of Greater Los Angeles and Inland Empire at a ceremony held Nov. 11 at the Beverly Hilton Hotel.

The event, dubbed "Rising Stars," honors "outstanding members of the entertainment community who are inspiring and positive role models for young people." Dick received the award from honorary dinner chair **Disney Legend Roy E. Disney**, a former Rising Stars honoree himself (and nephew of Big Brothers founding member **Walt Disney**). Big Brothers, Big Sisters of Greater Los Angeles and the Inland Empire is dedicated to empowering children who face economic, emotional and social challenges through a variety of programs, which provide a professionally supported, one-to-one mentoring relationship with a positive role model.

TEAM Savings in Site

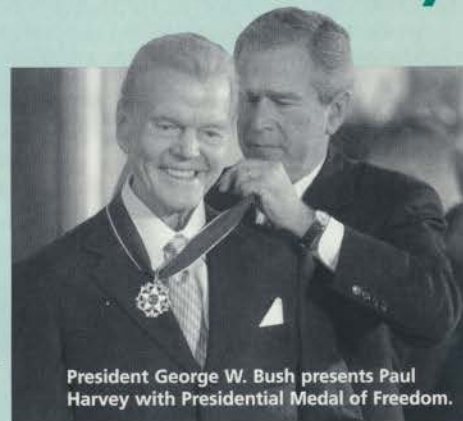
As an employee or Cast Member of The Walt Disney Company, you can take advantage of discounts on hundreds of products and services — from flowers to cell phones to restaurants to cars to travel packages — by visiting the "TEAM Discounts" section of *My Disney TEAM*.

With the holidays approaching, many of our partners are offering special just-in-time savings. The newest program, "Corporate Perks," offers savings from multiple vendors, including The Body Shop, PetSmart and **Overstock.com**. In "TEAM Discounts," employees and Cast Members can use their discount and take advantage of special holiday promotions at **DisneyShopping.com**; Philips and Panasonic Direct have great deals on many of their consumer electronics; and **Magazines.com** is offering a 5 percent discount on many periodicals.

To access "TEAM Discounts," log on to *My Disney TEAM* and click on the link in "Quick Links."

Highest Honor for Harvey

In a ceremony Nov. 9, Paul Harvey received the Presidential Medal of Freedom award from President George W. Bush. In bestowing the nation's highest civilian honor on the legendary radio broadcaster, whose national radio programs are carried by ABC Radio Networks, the White

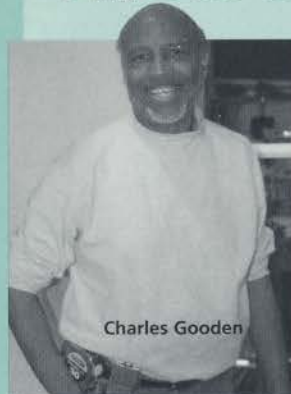


President George W. Bush presents Paul Harvey with Presidential Medal of Freedom.

House said: "Paul Harvey is one of America's most respected radio personalities and has set a standard of excellence for broadcasters. Since his radio broadcasts first aired nationally in 1951, Mr. Harvey has won the trust of millions of radio listeners."

"Paul Harvey is an American icon and a true national treasure," said **Jim Robinson**, president, ABC Radio Networks. "His work in radio has kept a generation of Americans informed and engaged every day. We congratulate him on being honored with this tremendous distinction."

All Set to Recycle, Reuse



Charles Gooden

The Environmental Media Association (EMA) has honored Set Construction Administrator **Charles Gooden** with its Green Seal Award for his innovative efforts to institute "green" choices on Company productions. "We do our best not to 'build and dump,'" said Charles, who posed for his photo in front of a set he and his team repurposed from a canceled television series.

EMA, which mobilizes the entertainment industry in an effort to educate people about environmental issues and inspire them into action, also recognized Walt Disney Television Animation's *Lilo & Stitch* for its outstanding use of environmental themes.

In another recognition of Environmentalism, the U.S. Environmental Protection Agency (EPA) recently presented the Company with three Gold Achievement Awards for Climate Change, Community Involvement and Organic Material Reduction, as well as a Very Large Business Honorable Mention for waste reduction efforts in a multitude of areas. The EPA noted that Disney had "excelled with its extensive environmental education, waste reduction and greenhouse gas emission reduction [efforts]."

PEAK PERFORMANCE

Focusing on Strengths Can Boost Development

Many companies “believe” that in order to make someone successful, the employee must focus on the areas in which he or she needs to improve.

Contemporary management experts, however, dispute that development approach and contend that expecting a person to master all skills equally and become perfectly well-rounded is misguided and begs the question: Does the person really need to improve, or are they just in the wrong role?

Expert data reveals that only a small percentage of working people spend most of their day doing what they really enjoy, and that most people believe that building upon their weaknesses will inevitably lead them to success. This happens because people are often in roles that do not allow them to use their strengths.

Strength vs. Improvement

When it comes to development, leaders evaluate what they call Areas of Strength and Areas of Improvement. Both play equally important roles as employees chart their professional growth and managers determine to use their teams to achieve business objectives. When an individual

understands the difference between the two and how to position each in their development, they will enjoy more satisfaction in their work, as well as increased productivity and performance.

An **Area of Strength** is a consistent behavior or ability you are born with — something that comes naturally. When a person does something they consider a natural strength, they feel a sense of satisfaction and a desire to do it again. Leveraging strengths — much like putting a plug into a power source — is easy and produces immediate results.

An **Area of Improvement** is sometimes referred to as a “weakness.” This is a behavior or ability that is not innate in a person. It is a skill that is a struggle and requires some cognitive thinking about how to apply it. No matter how much you try to improve a weakness or area of improvement, you will only see a slight improvement or often no improvement at all.

For example, for a manager to ask a person who is right-handed to complete a task that requires him or her to write left-handed would be an inefficient use of resources.

Leveraging a weakness feels awkward, is hard to do and the performance level generated is not nearly as effective. Even if a person works diligently at writing left-handed for any length of time, it is likely they won’t achieve the same quality of performance they could with their natural hand.

Striking a Balance

When an individual or a manager focuses solely on Areas of Improvement, it is like asking someone to write with their unnatural hand. The possibility of success is unlikely, and it is frustrating to the person and the company because neither will achieve the expected performance outcome.

So does this mean we must stop the focus on areas of improvement? No. Every company must address these areas — especially when they are hindering job success.

Companies must ensure that every employee performs at a certain required level. The key point is not to spend all or a majority of time on areas of improvement, because the return on investment (ROI) is minimal at best. In order to maximize your ROI and get your performance to the next

level, you must leverage your strengths. To identify your strengths in relationship to your job, ask yourself these questions:

- What do I like about my current job?
- What are some tasks that feel easy or natural to do?
- What would I like to do more of?
- What strengths do I bring to this job?
- What is an accomplishment I had recently? What made it so great?
- What direction is my team going, and what strengths can I leverage to help the company meet its goals?

Opportunities to grow, advance and thrive at work exist around every turn. So when it comes to making the most of your development, focus on what you and your co-workers do best. These efforts will create a culture that concentrates on opportunities that enhance performance by making the most of its strengths.

The next article in this series will examine how to manage weaknesses, or areas of improvement, and address how to strike a balance in those areas to increase overall job success.

‘Disney Development Connection’ Targets Learning

Once you’ve evaluated your strengths, it’s important to identify development opportunities that will build on those strengths. One way to do that is by taking advantage of opportunities for learning.

The Walt Disney Company is in the process of premiering the *Disney Development Connection*, a new learning platform on *My Disney TEAM* that will enhance development experiences for employees of The Walt Disney Company.

The learning platform recently premiered at Disney Consumer

Products, Disneyland Resort, Corporate and Walt Disney Internet Group. Upcoming premieres include:

Dec. 5 at Walt Disney World, Walt Disney Shared Services, Disney Cruise Lines – Shoreside; **Dec. 19** at ABC, ESPN, Studio, Walt Disney Imagineering; **Jan. 16** at Disney Cruise Lines – Shipboard, EMEA, Latin America and **Feb. 13** at Hong Kong Disneyland and in Asia and Canada.

To learn more about the *Disney Development Connection* and what it offers, log on to *My Disney TEAM*.

abc

Photography and New Communications Media

UNRETOUCHED

If a picture is worth a thousand words, a day in the life of the ABC Photography & New Communications Media department could be worth a million (though we'll try to describe it in less). That's because the two bustling offices shoot, retouch, distribute and archive all of the Network photos you see in magazines, TV guides, billboards, print ads and other outlets, even on air.

In Burbank, where a staff of around 20 handles most of the primetime programming, the calendar lists five to 15 shoots on weekdays, plus one or two on weekends. Each shoot will yield more than 500 images. "If it wasn't a great team, I don't think we'd ever be able to get all this stuff out there," says Digital Coordinator **John Strathdee**.

In New York, the staff of 10 covers daytime programming, sports and news. "Everybody's amazing here," says Director, Photo Archives, **Ann Limongello**. "We have a small staff besides the two photographers, so those people wear a lot of hats."

People in both offices describe the atmosphere as "organized chaos," with the workload in constant flux. "It's never a consistent routine," says New Media Producer **Cecilia Medford**. "The challenge is to keep things flowing evenly, because it's never that even." Still, people enjoy their work and help each other.

"Everybody's so busy," says **Chris Laubach**, photo librarian, "but if there's five minutes and you really need to know something, they'll always take the time to help you." Getting the picture requires more than just a click of the shutter — and even that isn't as simple as it sounds.

Photographer **Steve Fenn** spends much of his time shooting East Coast shows during tapings and rehearsals. He silently maneuvers around the cameras, wires, people and equipment on set, juggling a camera in a silencer the size of a toaster. "Seventy-five percent of your attention is not in the taking of the picture," Steve explains. Still, the pictures have to be good. "It's the kind of business where you can't fake it," he says, "because your work is out there for people to look at."

That's where retouchers like John come in, making sure the cast of such shows as *Grey's Anatomy* always look flawless. "I get

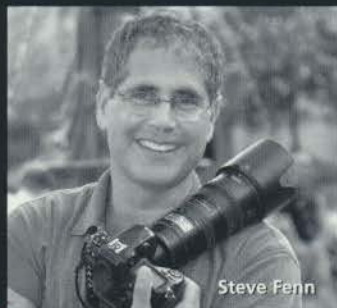
to sit around and make people look even more amazing," John

says. "I think I have one of the most fun jobs around here." He corrects color, changes backgrounds as needed and handles other digital feats. Cast member missing from the set on the day of the shoot? He can add them in. Character left the show after photos were done? He can take them out. "Everything that we shoot at some point comes through me."

Photos are next posted on the ABC Medianet Web site (abc-medianet.com), where journalists can browse. "We are the tail-end of production for our photography," says Cecilia. The "New Communications Media" portion of the department is in charge of designing and updating the site, tracking photo usage and monitoring which images are popular. ABC Medianet features specific pages for each show, including audio, photos and press materials. "We try to organize assets in a variety of ways so the press has options through which they can access them according to need," says Cecilia.

All of the material shot by the department also has to be archived. If a photo was shot on the West Coast, it is first stored in the Los Angeles photo library, where Chris organizes and catalogs the raw footage, putting contact sheets into booklets by show, episode and season. Chris also retrieves photos for people who need them, such as when *TV Guide* decided to profile *Extreme Makeover: Home Edition* in the debut of the magazine's own recent makeover.

Material from the Los Angeles photo library is eventually moved to the main archive in New York. "We go back to the radio days," says Ann, who, with more than 20 years on the team, has seen the system move from index cards toward a fully digitized database. Ann also retrieves material for a variety of uses. She pulls up stills from shows, such as *The Flying Nun* and *Voyage to the Bottom of the Sea*, for their DVD releases, and dives in to find shots of current stars' breakout appearances. "I've been through them all, but you always find something that you didn't find before," she says. "Here's Ben Affleck from an ABC *After-School Special* when he was 12." Now that's worth a thousand words.



Steve Fenn



(L to R): Cecilia Medford, John Strathdee, Chris Laubach.



Ann Limongello

DISNEY BRIGHTENS THE HOLIDAYS



Los Angeles Habitat for Humanity and Toys for Tots

On Nov. 17 and 18, more than 200 Disney VolunteARS gathered on The Walt Disney Studios Lot to build a home for Habitat for Humanity's "Operation Home Delivery." The home was built for a family in the Gulf Coast who lost theirs during the recent hurricanes.

On Nov. 21, after the home was completed but before it left for the Gulf Coast, Disney Consumer Products Chairman and Toys for Tots Executive Champion **Andy Mooney** kicked off the Toys for Tots toy drive to fill the home with toys for children in need. Disney has supported Toys for Tots since 1947, helping the Foundation strive to ensure that each underserved child in the 50 states, the District of Columbia and Puerto Rico receives a toy during the holiday season. You can donate a new, unwrapped toy at one of the Toys for Tots bins in the L.A. area until **Friday, Dec. 18**.

Salvation Army Thanksgiving Eve Dinner

Disney was again the title sponsor of The Salvation Army

Southern California's Thanksgiving Eve Dinner at the Los Angeles Convention Center, and 300 VolunteARS, including The Walt Disney Studios Chairman and event executive champion **Dick Cook**, helped to serve meals to more than 2,500 needy and homeless people.

New York

Lincoln Center Tree Lighting Mickey Mouse will again light the Lincoln Center Tree on **Monday, Nov. 28**. This fun-filled celebration of music and dance is one of New York City's favorite holiday traditions. WABC-TV weatherman **Sam Champion** will host the event, which will be broadcast live on WABC-TV. More than 100 Disney VolunteARS will be on hand to pass out lighted wands to children so they can help Mickey light the tree.

Following the lighting, New York employees are also participating in the Secret Santa program for the Lincoln Square Neighborhood Center where they will buy holiday gifts for young children, teens and tweens. In December, Disney VolunteARS will then host a holiday party for the children where they will receive their new gifts.

London

Help a London Child Christmas Appeal

From now through **Dec. 2**, more than 100 Disney VolunteARS from various lines of business will work in a warehouse each day to pack boxes full of toys and food for children affected by poverty, homelessness, disability, illness or abuse to help make their holidays brighter. Disney has worked with Help a London Child for five years. Help a London Child provides financial support to grassroots projects working with London's less-advantaged children and young people and raises money to provide new toys and food during the holidays for those who find themselves in need.

HONG KONG

YMCA Thanksgiving Family Fun Day & Duchess of Kent Children's Hospital Party

On Nov. 19, in conjunction with the Chinese YMCA of Hong Kong, more than 100 Disney VolunteARS and their families served a hot Thanksgiving lunch to and played fun games with needy families at the Liu Po Shan Memorial College in the Tsuen Wan community. On Nov. 23,

VolunteARS also helped to host a party at The Duchess of Kent Children's Hospital at Sandy Bay in Hong Kong.

These examples of Disney's holiday outreach are among hundreds from across the globe that also include adopting needy families, hosting parties for charities, providing care packs to seniors and the homeless and serving meals to the needy. To learn more about Disney's outreach programs, visit disneyhand.com. For more information on how you can become involved with charities in your community through the Disney VolunteARS program, visit "VolunteARS Online" at *My Disney TEAM*.



Dick Cook serves Thanksgiving cheer in 2004.

Suggestions?
Input?

Let us know.

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